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Denmark

Fishery Products

Annual

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Report Highlights:

Denmark ranks fourth among world suppliers of fish products. Fresh fish is generally imported from non-EU countries, then processed and exported to EU member countries. Constantly decreasing EU cod quotas are increasing Danish interests in finding alternative suppliers and import substitutes.

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Executive Summary

With increasing exports, Denmark remains one of the world's leading seafood exporters. In 2001, the value of fish exports increased by 11 percent to DKK 16,8 billion (U.S.\$2,0 billion). Exports of non-processed fish products increased by 6 percent in 2001 while processed seafood exports increased by 15 percent. Processed seafood exports now constitute 56 percent of total seafood exports. In 2001, the quantity of Danish Fish and seafood exports reached 700,000 tons, up 11 percent (from 629,000 tons) on the previous year. Denmark continues to export significant quantities of fish oil and meal processed from, mainly, imported raw material. (See DA2011).

Non-processed imports and processed seafood imports increased by 8.5 percent and 6.5 percent respectively to DKK 6.5 million (\$776,000) and DKK 3.8 million (\$453,000). In quantity terms, imports of non-processed fish increased by 7 percent to 444,000 tons and imports of processed fish increased by 10 percent to 127,000 Tons

All landings (including landings in Denmark by other EU and third countries) of edible fish in 2001 amounted to 487,000 Tons, up from 469,000 Tons in 2000. Relatively high prices in 2000 increased in 2001 by 14 percent, which attracted fishermen from other nations (including the Baltics and Russia) to land their catch in Denmark. The price level is predominantly determined by potential export prices.

In general, catch is determined by the quotas, while landings for consumption are determined by what can be sold above the minimum prices. Cod quota reductions are setting industries under great pressure. Decreased Danish cod catch is fully substituted by increased cod imports from other countries and imports of other species, e.g. from Lake Victoria in Africa.

Denmark imports 71 percent of its raw material from countries outside the EU (Norway, Greenland, Faeroe Islands and Russia) and sells 94 percent of the manufactured products within the EU - Germany (53 percent), France and UK. Apart from the trade registered in the Danish trade statistics, Danish seafood traders are very active in importing from third countries directly into other EU markets.

Total consumption in 2001 is estimated almost unchanged at 200,000 Tons. These figures are only estimates and do not take into account stock changes. In general, Danish consumption is considered stable at about 20 kg. per person. Of this amount, only 6.5 kg are fresh fish.

Denmark's seafood imports from U.S. have changed drastically in recent years. Imports of groundfish declined from 3,592 Tons in 1999 to only 473 Tons in 2000 but increased in 2001 to 2980 tons. Imports of groundfish fillets (5,880 Tons in 1998) have totally disappeared. Imports of salmon increased in 2001 slightly to 2,693 tons.

Markets exist for increased exports of smaller (about 1 to 2 kg) salmon, while market for scallops and lobsters (around New Year) should be explored. Office of Agricultural Affairs in Copenhagen can supply interested exporters with details of possible Danish importers.

Exchange rates:2000: DKK 8.08=US\$1

2001:DKK 8.32=US\$1 Present: DKK 7.50 =US\$1

Fishery Products Strategic indicator Table

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FISHERY PRODUCTS STRATEGIC IN	DICATOR TABLE				
		Previous	Current	Next	5 Year
		Year	Year	Year	Projections/
U.S. Competitive Position	Measurement *	Situation	Situation	Expectations	Expectations
U.S. Access Relative to Rest of World- Non-Tariff Measures (NTM)	Worse, equal, or better (choose one)	equal	equal	equal	equal
U.S. Access Relative to Rest of World - Tariffs	Higher, equal, or lower (choose one)	equal *	equal*	equal*	equal*
		* equal with all	other EU third c	ountries	
Presence of Marketing Programs (domestic and 3rd country) versus U.S. programs	More aggressive, about the same, or less aggressive (select one)	same	same	same	same
U.S. Prices Relative to Domestic and 3rd Country Prices	Higher, equal, or lower (choose one)	lower*	lower*	lower*	lower*
		* especially for	small (1-2 kg) s	almon	
U.S. Market Share (3 Year. Average)	Percent	1.1%	0.8%	1.5%	2.0%
		Previous	Current	Next	5 Year
		Year	Year	Year	Projections/
Market Attractiveness	Measurement *	Situation	Situation	Expectations	Expectations
Per Capita Consumption of All Fishery Products	Kg per person	20	22	22	23
Per Capita Consumption of animal proteins (excluding fishery products)	Kg per person	160	160	160	160
Percent of population with refrigerators	Percent	100	100	100	100
Percent of fishery product sales at supermarkets	Percent	50	50	52	70
Percent of total food sales at supermarkets	Percent	80	80	80	85
Percent of animal protein sales at supermarkets (excluding fishery products)	Percent	80	80	80	85
Percent of fishery sales at HRI establishments	Percent	30	30	30	20
Percent of fishery sales at open markets	Percent	20	50	48	10

Salmon, Whole/Eviscerated

Production

PSD Table						
Country	Denmark					
Commodity	Salmon, Whole/Ev	iscerated			(MT)	
	Revised	2001	Preliminary	2002	Forecast	2003
	Old	New	Old	New	Old	New
Market Year Begin		01/2001		01/2002		01/2003
Beginning Stocks	0	0	0	0	0	0
Total Production	8500	8500	8500	8500	0	8500
Intra-EC Imports	5000	6841	6000	7000	0	7000
Other Imports	65000	72524	67000	76000	0	80000
TOTAL Imports	70000	79365	73000	83000	0	87000
TOTAL SUPPLY	78500	87865	81500	91500	0	95500
Intra-EC Exports	46000	54416	47000	56000	0	58500
Other Exports	5500	5190	6000	6000	0	6000
TOTAL Exports	51500	59606	53000	62000	0	64500
Domestic Consumption	10000	11000	10500	11000	0	12000
Other Use/Loss	17000	17259	18000	18500	0	19000
TOTAL Utilization	27000	28259	28500	29500	0	31000
Ending Stocks	0	0	0	0	0	0
TOTAL DISTRIBUTION	78500	87865	81500	91500	0	95500

Statistics on salmon include sea trout. Other uses included salmon salted, smoked or otherwise processed.

The only sea where salmon is caught by Danish fishermen is the Baltic Sea, in competition with Swedish, Polish and Finish fishermen. The catch is estimated to remain unchanged in the coming years.

Danish productions correspond to only 10 percent of total supply which underscores the importance to the industry of EU import and export regulations.

The quality of the Baltic salmon is considered excellent and it is especially good for smoking and curing.

There is no salmon farming in Denmark. There is, however, farm production of trout.

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Prices

Auction statistics are not longer publicized as most salmon are caught and sold directly to industrial processers.

Retail prices are more than six times as high as the price paid to the fishermen at the landing places. Although these prices include transport, handling, grocers and retailers profit, VAT (25 percent) and losses, a mark up of about four times seems more than adequate and would certainly contribute to higher consumption.

Consumption

No official statistics exist on Danish fish consumption. Consequently, the consumption figures are residually determined from production (catches + imports - exports - other use). However, import statistics seem to be underestimated. The reason for this is probably that imports declared for re-exports are not registered although, when re-exported, they are included in the export figures.

Total 2002 domestic consumption is expected to increase slightly to a level of about 11,000 Tons. The increased availability of salmon from extensive farm production in, among other countries, Norway has lowered the price considerably although they still are imported into EU under a minimum price system. Salmon has therefore become affordable for a larger group of consumers.

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Trade

Import Trade Matrix			
Country	Denmark		
Commodity	Salmon, Whole/Eviscerated		
Time period	CY	Units:	Metric Tons
Imports for:	2000		2001
U.S.	2401	U.S.	2693
Others		Others	
Sweden	2640	Sweden	2132
Faroe Islands	10883	Faroe Islands	21615
Norway	48792	Norway	47821
Canada	177	Canada	281
Total for Others	62492		71849
Others not Listed	2326		4823
Grand Total	67219		79365

Imports of whole/eviscerated salmon in 2001 are estimated at almost 80,000 tons. Norway and Faeroe Islands are the main suppliers followed by Sweden and the U.S. Most of the salmon imported from Norway and the Faeroe Islands is farm- raised while salmon imported from Northern America is wild salmon. Imports from the U.S. are partly comprised of smaller salmon (1 to 2 kg) sold frozen in super markets and partly as 6 to 9 kg. salmons. This latter size is smoked, portioned/sliced and exported to other European countries.

Norway and the Faeroe Islands are expected to continue to be the main suppliers. Increased imports from the U.S. and Canada depend on the price differences between the farmed Norwegian salmon and the wild caught North American salmon. Growing market for U.S. salmon appears to be for Alaska salmon at a size about 1 to 2 kg. U.S. imported salmon at that size is sold by retail supermarkets, and is not processed and re-exported as is most other imported salmon.

Export Trade Matrix		
Country	Denmark	

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Commodity	Salmon, Whole/Eviscerated		
Time period	CY	Units:	Metric tons
Exports for:	2000		2001
U.S.	162	U.S.	41
Others		Others	
Germany	20479	Germany	24504
France	7656	France	8484
Spain	4567	Spain	6858
Netherlands	3437	Netherlands	3441
Belgium	3226	Belgium	3670
Italy	2468	Italy	2881
UK	1080	UK	410
Sweden	1861	Sweden	2891
Total for Others	44774		53139
Others not Listed	6585		6411
Grand Total	51521		59591

Exports of salmon products are dominated by two categories, whole salmon and smoked salmon.

Smoked salmon is one of the very few products of which exports are increasing, although at reduced prices. In 1993, 8,081 tons was exported at a total price of DKK 925 million (U.S. \$115 million). In 2001, 15,500 tons was exported at a price of DKK 1,145 million (\$137 million).

Policy

Denmark has a small marine aquaculture production which produces sea trouts and no salmon.

The Danish government is very concerned about nitrate pollution of the Danish waters and has taken stringent measures to reduce nitrate pollution caused by agriculture. A large number of fish farms could become a pollution factor in the Danish fjords, and the government is not interested in approving too many fish farms.

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Tariff Policy

EU tariffs on salmon are low, at 2 percent.

Marketing

Market Development Opportunities

Increased availability of salmon at affordable prices has opened up the market for additional increases in consumption. The versatility of the salmon has made it a popular fish among consumers. The market share for processed/ready-to-eat salmon is increasing and there is considerable room for additional expansion for this kind of dishes.

Media reports continue to stress that eating fat fish (e.g. salmon) is healthy and currently newspapers report that eating fat fish once or twice a week reduce the likelihood of senility by as much as 35 percent. As most imported salmon from Norway and the Faeroe Islands is used by the industry, market opportunities exist for smaller, frozen salmon sold through the supermarkets. Danish supermarkets are importing directly themselves. Alaska Seafood Marketing Institute has previously established contact with Danish supermarkets.

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Groundfish, Whole-Eviscerated

Production

PSD Table						
Country	Denmark					
Commodity	Groundfish, Whole	e/Eviscerated			(MT)	
	Revised	2001	Preliminary	2002	Forecast	2003
	Old	New	Old	New	Old	New
Market Year Begin		01/2001		01/2002		01/2003
Beginning Stocks	0	0	0	0	0	0
Total Production	48000	59451	46000	63000	0	50000
Intra-EC Imports	17000	20128	17000	20000	0	18000
Other Imports	58000	70678	58000	70000	0	72000
TOTAL Imports	75000	90806	75000	90000	0	90000
TOTAL SUPPLY	123000	150257	121000	153000	0	140000
Intra-EC Exports	39000	40927	39000	40000	0	35000
Other Exports	7000	13695	6000	15000	0	12000
TOTAL Exports	46000	54622	45000	55000	0	47000
Domestic Consumption	35000	32993	35000	35000	0	33000
Other Use/Loss	42000	62642	41000	63000	0	60000
TOTAL Utilization	77000	95635	76000	98000	0	93000
Ending Stocks	0	0	0	0	0	0
TOTAL DISTRIBUTION	123000	150257	121000	153000	0	140000

The groundfish category consists of the following species: cod, haddock, whiting, light and dark coalfish, and hakes. Cod is traditionally, by far, the biggest contributor to this category (85 percent in 2000 but decreasing to 68 percent in 2001). The actual landings depend on the Total Allowable Catch (TAC). Next to cod, coalfish is the most important species of the groundfish with a 19 percent share. Cod is caught in the Baltic Sea as well as in the North Sea. While the quota (TAC) for the Baltic Sea was unchanged for 2001 and 2002, the quota for the North Sea is expected to be reduced considerably for 2003, if not completely eliminated. The cod population in the Baltic Sea is increasing, and agreement has been reached to use nets with larger mesh, in order to further increase the population. Such agreement seems unlikely in the near future for the North Sea catch. However, EU revision of the fishery policy, expected to be effective in 2003 is rumored to cut cod catch in the North Sea considerably. However, this is not forecast to change the Danish supply situation notably, as cod landings will be substituted with other groundfish species and imports from other waters.

To supply the retailers and the industries, Danish seafood traders are looking for substitutes for the traditional cod consumption. In competition with (among others) U.S. importers they are sourcing Nile perch or Victoria

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Bass from Lake Victoria. Price per kilo is \$3.50 plus \$1.40 in freight. Due to high prices of cod, these prices are still competitive. Such seafood is arriving Denmark fresh about 24 hours after landing at Lake Victoria and distributed fresh around Europe within another 24 hours.

Consumption

Most of the whole/eviscerated groundfish is used for further processing into fillet and other processed products. It is estimated that about 5 percent of the domestic consumption is consumed directly as fresh fish. In spite of prices having increased 20 to 30 percent during the last year, consumption seems to have remained stable. An increasing part of the sales is now going from special fish retailers to supermarkets which now are assuring a higher quality through fast sales and special packing. While supermarket shares were about 15 percent just a few years ago, it is now estimated at about 50 percent, increasing to about 80 percent in a five-year time. Of the landed whole groundfish, approximately 50 percent is guts, fins, heads and other waste products

Trade

As EU quotas decrease, Russia has become by far the dominant supplier, supplying 40 percent of all imports in 2001. Sweden predominantly supplies fresh cod fished in the Baltic Sea.

Danish imports of fresh frozen cod from Alaska (Aleutian Islands) have been increasing although prices now are claimed to be rather high. The fish are frozen on board the vessels, and after defreezing in Denmark, salted, filleted and exported to the southern European countries. Interest also exists for imports of Alaska Pollack more than 1 kg., caught by line, frozen on board, Japanese cut.

Import Trade Matrix			
Country	Denmark		
Commodity	Groundfish, Whole/Eviscerated		
Time period	CY	Units:	Metric Tons
Imports for:	2000		2001
U.S.	473	U.S.	2980
Others		Others	
Norway	19624	Norway	18883
Russia	27186	Russia	36624
Sweden	9657	Sweden	11171
Germany	4328	Germany	5690
UK	1308	UK	1203
Faroe Islands	1444	Faroe Islands	4522
Latvia	2273	Latvia	2012
Lithuania	1892	Lithuania	1173

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Poland	1469	Poland	1453
Total for Others	69181		82731
Others not Listed	8268		5095
Grand Total	77922		90806

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Export Trade Matrix			
Country	Denmark		
Commodity	Groundfish, Whole/Eviscerated		
Time period	CY	Units:	Metric Tons
Exports for:	2000		2001
U.S.		U.S.	499
Others		Others	
France	12148	France	10936
Germany	4591	Germany	4272
Netherlands	6393	Netherlands	5231
UK	6334	UK	7466
Spain	5030	Spain	5103
Belgium	2143	Belgium	1710
Italy	1184	Italy	1147
Poland	1593	Poland	3682
Portugal	744	Portugal	2706
Canada	480	Canada	1762
Total for Others	40640		44015
Others not Listed	6831		10108
Grand Total	47471		54622

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Groundfish, Fillets

Production

PSD Table						
Country	Denmark					
Commodity	Groundfish, Fillets	}			(MT)	
	Revised	2001	Preliminary	2002	Forecast	2003
	Old	New	Old	New	Old	New
Market Year Begin		01/2001		01/2002		01/2003
Beginning Stocks	0	0	0	0	0	0
Total Production	42000	62642	41000	63000	0	50000
Intra-EC Imports	3000	3354	3000	3000	0	3000
Other Imports	14000	14424	14000	15000	0	15000
TOTAL Imports	17000	17778	17000	18000	0	18000
TOTAL SUPPLY	59000	80420	58000	81000	0	68000
Intra-EC Exports	32000	53109	31000	54000	0	41000
Other Exports	3000	3311	3000	3000	0	3000
TOTAL Exports	35000	56420	34000	57000	0	44000
Domestic Consumption	24000	24000	24000	24000	0	24000
Other Use/Loss	0	0	0	0	0	0
TOTAL Utilization	24000	24000	24000	24000	0	24000
Ending Stocks	0	0	0	0	0	0
TOTAL DISTRIBUTION	59000	80420	58000	81000	0	68000

Production of groundfish fillets is derived from the consumption figure for whole/eviscerated groundfish. There are approximately 15 factories that primarily process groundfish into fillets. In addition to production of fillets, some of these factories also produce ready-to-eat dishes.

Trade

Imports of groundfish fillets were 17,778 tons in 2000, of which 85 percent is imported from countries outside the EU. Groundfish fillet exports totaled, 56,420 tons in 2001. Approximately 88 percent entered the EU market. Of third country exports, the U.S. was a relatively large importer. A significant part of the groundfish fillets exported to the U.S. enters the burger industry.

Imported fillets from the U.S. are further processed into fish fingers and ready-to-serve dishes, mainly for East European countries.

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Import Trade Matrix			
Country	Denmark		
Commodity	Groundfish, Fillets		
Time period	CY	Units:	Metric tons
Imports for:	2000		2001
U.S.		U.S.	
Others		Others	
Faroe Islands	5766	Faroe Islands	5363
Russia	2670	Russia	937
Norway	2170	Norway	1669
Germany	881	Germany	688
Sweden	781	Sweden	1159
Greenland	1152	Greenland	257
Poland	1484	Poland	1537
Lithuania	1109	Lithuania	1475
Total for Others	16013		13085
Others not Listed	3403		4693
Grand Total	19416		17778

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Export Trade Matrix			
Country	Denmark		
Commodity	Groundfish, Fillets		
Time period	CY	Units:	Metric Tons
Exports for:	2000		2001
U.S.	1800	U.S.	168
Others		Others	
Germany	14816	Germany	14784
UK	8448	UK	11315
France	5318	France	12626
Spain	2711	Spain	2478
Sweden	3046	Sweden	2050
Italy	2729	Italy	2708
Belgium	2025	Belgium	3005
Netherlands	1007	Netherlands	858
Ireland	1537	Ireland	1029
Total for Others	41637		50853
Others not Listed	3498		5399
Grand Total	46935		56420